



AMERICAN PROGRAM BUREAU

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October 13, 1969

Mr. Harold Weisberg
Lillian & Harold Weisberg
Coq d'Or Press
Route 8
Frederick, Maryland 21701

Dear Mr. Weisberg:

Thank you for your letter of October 5th with respect to lecturing and allow me perhaps to clarify a few things from my previous correspondence that seem to be slightly out of focus.

The intent of my first letter was to explain to you that I feel that the honorarium of \$500 is going to effect the number of engagements we can get you this year. Often, times when we begin with a new speaker, we have to lower his honorarium until such time when we can receive some kind of audience response and enthusiasm. It is for this reason that I think it is fair both from your point of view and our own that you be allowed to accept engagements on your own, in addition to those provided by our agency. With this kind of non-exclusive arrangement, perhaps you can secure the desired number of dates that you wish for this year.

My reference to MARK LANE was to only indicate that although your material maybe the freshest, the most well researched, and the most up to date, nevertheless, MR. LANE does retain a name connected with the Kennedy assassination in the mind of the public. This does not mean to exclude you by any means by this portion of lecturing, but, it does mean that the demand is certainly diminished. I think our selling approach should be the heaviest on the King/Ray Case and I do believe this is where we should emphasize.

Regard to the brochure, I think at this time, a fairly low cost flyer, from \$50 to \$100 would be appropriate to stimulate engagements for the spring season. Enclosed, please find several examples of the type of flyers we are using. These are used at a cost of between \$25 and \$50. I do believe a flyer done a little more professionally would be of great value. Please include on it a picture of yourself, a brief and exciting resume of your activites and background, plus at least three lecture topics with a small explanation of each. I think the format indicated on the enclosed flyers will be of help.

Mr. Weisberg
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I hope that I have clarified everything and if there is any other questions, please don't hesitate to call, perhaps this would be the easiest way to discuss this matter.

Cordially,

Katherine Kinsella

Katherine Kinsella
Assistant to the President

KK/meg
Enclosures